



March 25, 2004

King Street Retail Study



King Street Retail Study

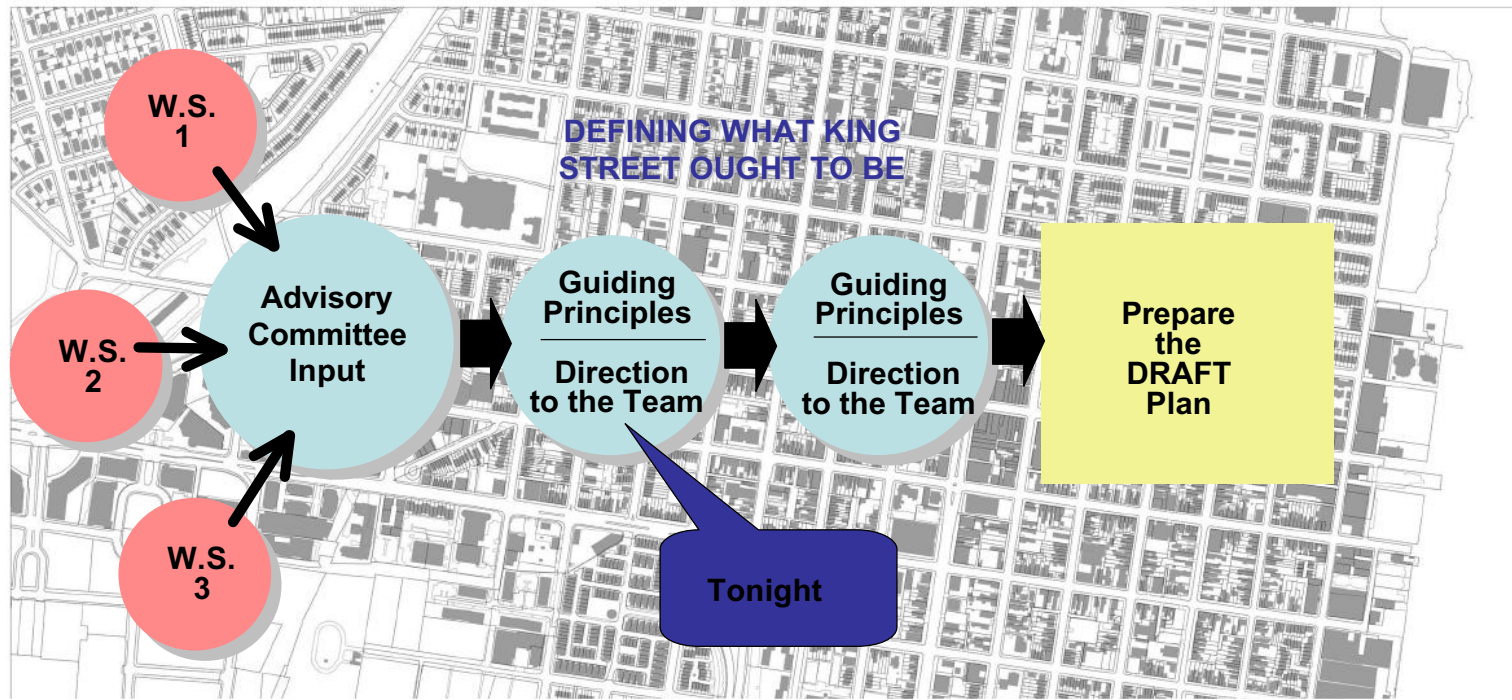
Tonight we will address:

- Mission
- Organization/Management
- Streetscape
- Waterfront
- Land Use
- Historic

Next Workshop we will address:

- Land Use
- Regulatory
- Parking
- Circulation/Transportation
- Marketing

King Street Retail Study



March 25, 2004

King Street Retail Study

Individual Input from WS 2

MISSION

- Important to establish the Mission
 - *planning and the oversight should then be consistent with the Mission*

ORGANIZATION/MANAGEMENT

- Consider a Business Improvement Cooperative Organization (a city/business partnership)
- Maintain a full time downtown manager
- Create a Steering Committee made up of block captains to ensure that all actions are in support of the mission statement
- Potential Partners – OTBA, KSMET, OTCA, UKCA (Upper King Street), Founder's Park

ORGANIZATION/MANAGEMENT

- Expand the staff effort with the business community to address issues such as:
 - Streetscape improvements, litter, business responsibilities, (e.g. snow removal on sidewalks)
- Leave tree lights on all year
- Need to develop policy/implementation program for snow removal on vacant properties
 - *Ordinancelfines?*
- Need education program for merchants
 - *Perhaps through a "business liaison guy"*
- Need to clean the area daily (merchant/city partnership)

OPERATIONS

- Common hours important for the retail
- Must look at the 24-hour usage – maintain/achieve a balance

King Street Retail Study

Individual Input from WS 2

STREETSCAPE

- Sidewalk/street standards
 - *Development*
 - *Cleaning/Maintenance*
 - *Snow removal*
- All overhead wires should be placed underground
 - *focus on the streets crossing King Street*
- Landscaping
 - *tall trees should be planted to provide shade*
 - *Examine the street tree standards*
- Consistent Street Furniture
 - *Trash can standards*
 - *Add benches*
 - *Newspaper dispenser standards*
- Need more street lighting
 - *also other illumination*

STREETSCAPE (continued)

- Develop consistent graphics program
- Consider pedestrianizing portions of King to allow for pedestrian and outdoor dining

LAND USES

- Minimize the office uses on the ground floor
 - *Can it be zoned out?*
 - *City placed moratorium on restaurants could also on ground floor office*
- Need residential to achieve nighttime activity – “nocturnal vibrancy”
- Outdoor Dining is important
- Sidewalk width is an issue
 - *Try outdoor dining for awhile and see how it works*
- Re-evaluate King Street Gardens
- Residential above retail is a good idea, provides night time lights/activity

King Street Retail Study

Individual Input from WS 2

WATERFRONT

- Need a vision for the waterfront from King to Franklin
- Consider a pedestrian mall (precinct?) for the waterfront
- Should have continuous waterfront access
- Consider a design competition
 - *Use waterfront as an architectural school study project to create interest*
- Make the waterfront more accessible – by water, by foot – provide wayfinding so people know how to get there
- Make the area friendlier, more inviting for boaters and water traffic
- Make docks available to the public – create/expand marina
- Create more public slips (very real need for berths – now turning people away)

WATERFRONT (continued)

- Need visual point of interest at the bottom of King Street (a tall ship?)
- No more “privatizing” the waterfront as has been done with townhouse developments



King Street Retail Study

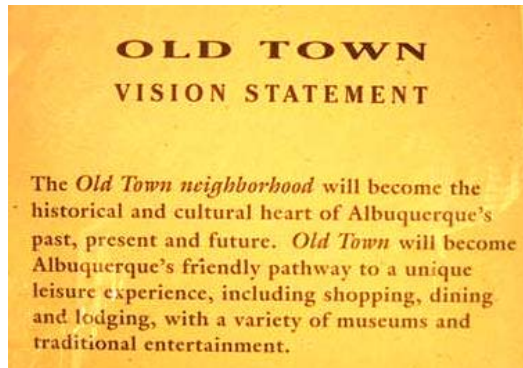


March 25, 2004

King Street Retail Study

MISSION

- Draft a Vision Statement for King Street to create a common understanding of the role of King Street within the City of Alexandria
 - *planning and oversight should be consistent with the Mission*



Albuquerque, NM
OLD TOWN
Mission Statement

Vision Statement

King Street will become Alexandria's and the nation's "Main Street" where history reveals the story of commerce, art and urban living from the time of the birth of the nation to the 21st century. The Old Town neighborhood provides (is alive with ?) the experience of a 250 year old, living American town with cultural experiences, dining, lodging and traditional entertainment.

Key Words from Discussions

- Historic
- Vital
- Charm
- Authentic
- Fun
- Active

King Street Retail Study

Mission Statement for Mount Vernon Avenue as established by the Retail Sub-Committee

Mount Vernon Avenue is a vibrant and welcoming Main Street that reflects the surrounding neighborhoods' diversity, integrity and small-town charm. The Avenue is comprised of enthusiastic, successful and responsible community partners. We offer an eclectic and friendly living, working and shopping environment for Alexandrians and visitors alike.

***There is still a Main Street....
It's called the Avenue***

King Street Retail Study



March 25, 2004

King Street Retail Study

King Street Organization

Create a public/private organization to manage the King Street operations and advise the City Council

- Create a Management/Advisory organization for King Street - **King Street Management Organization** - (KSMO) to:
 - Support/Enhance the King Street Mission and Goals/Objectives
 - Advise the City Council on issues that relate to King Street
- Coordinate the Parking resources
- Establish/Monitor retail/entertainment standards or guidelines for operations
- Provide merchandising expertise
- Work with the City to establish streetscape standards
- Identify public and private maintenance responsibilities

Create an organization that will become self-funding

King Street Retail Study



March 25, 2004

King Street Retail Study

STREETSCAPE - Vistas

- Maintain and enhance the visual focal points that terminate the views at the east and west ends of King Street
- Minimize the elements that block the vistas
- Add a visual element at the foot of King Street at the waterfront

Ship Masts



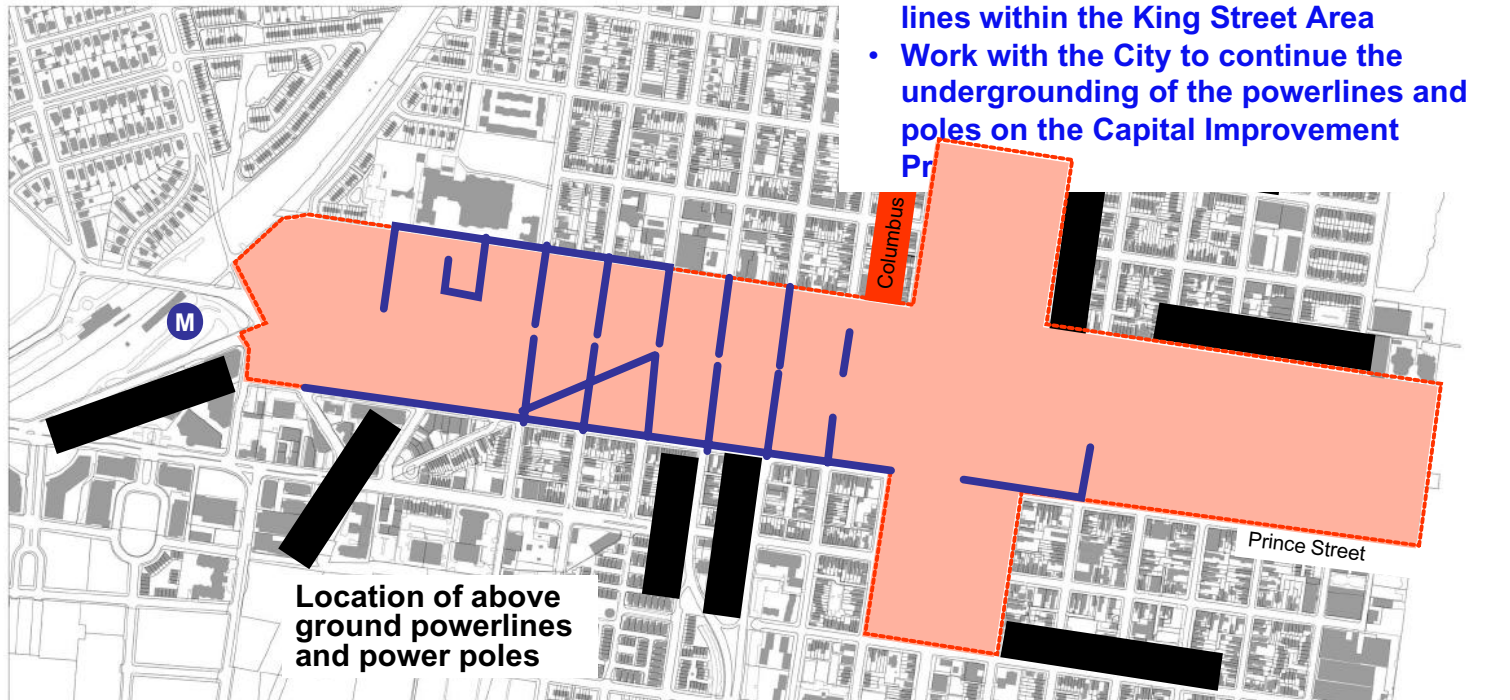
March 25, 2004



King Street Retail Study

STREETSCAPE – OVERHEAD LINES

- Identify the location of all overhead lines within the King Street Area
- Work with the City to continue the undergrounding of the powerlines and poles on the Capital Improvement Pr



King Street Retail Study

STREETSCAPE – The Sidewalk

- Develop standards and guidelines for the design of the King Street sidewalk
 - Typical Sidewalk 16' building to curb
 - Establish a typical 7'-8' wide Pedestrian Zone – BUT permit reduction to 5' for maximum length of 30' – to accommodate sidewalk dining
 - Establish a Street Tree Zone of 4'
 - Balance of sidewalk for Landscape/Storefront/Stoops
- Require all sidewalks to be red brick – allow pattern to vary

Running Bond



Herringbone



Basket Weave



Herringbone

Basket Weave

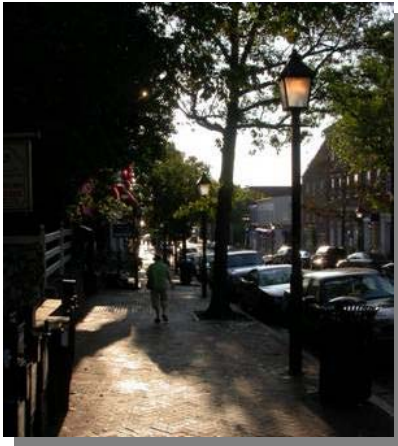


March 25, 2004

King Street Retail Study

STREETSCAPE – The Sidewalk/Street

- Require planting (preferably seasonal color) or tree grates – No open dirt
- Evaluate the King Street street tree planting and maintenance standards
- Establish standards for trees – size and type



March 25, 2004

King Street Retail Study

STREETSCAPE – The Sidewalk/Street

- Establish seating opportunities for meeting and respite along the street
- Consider places for children to play

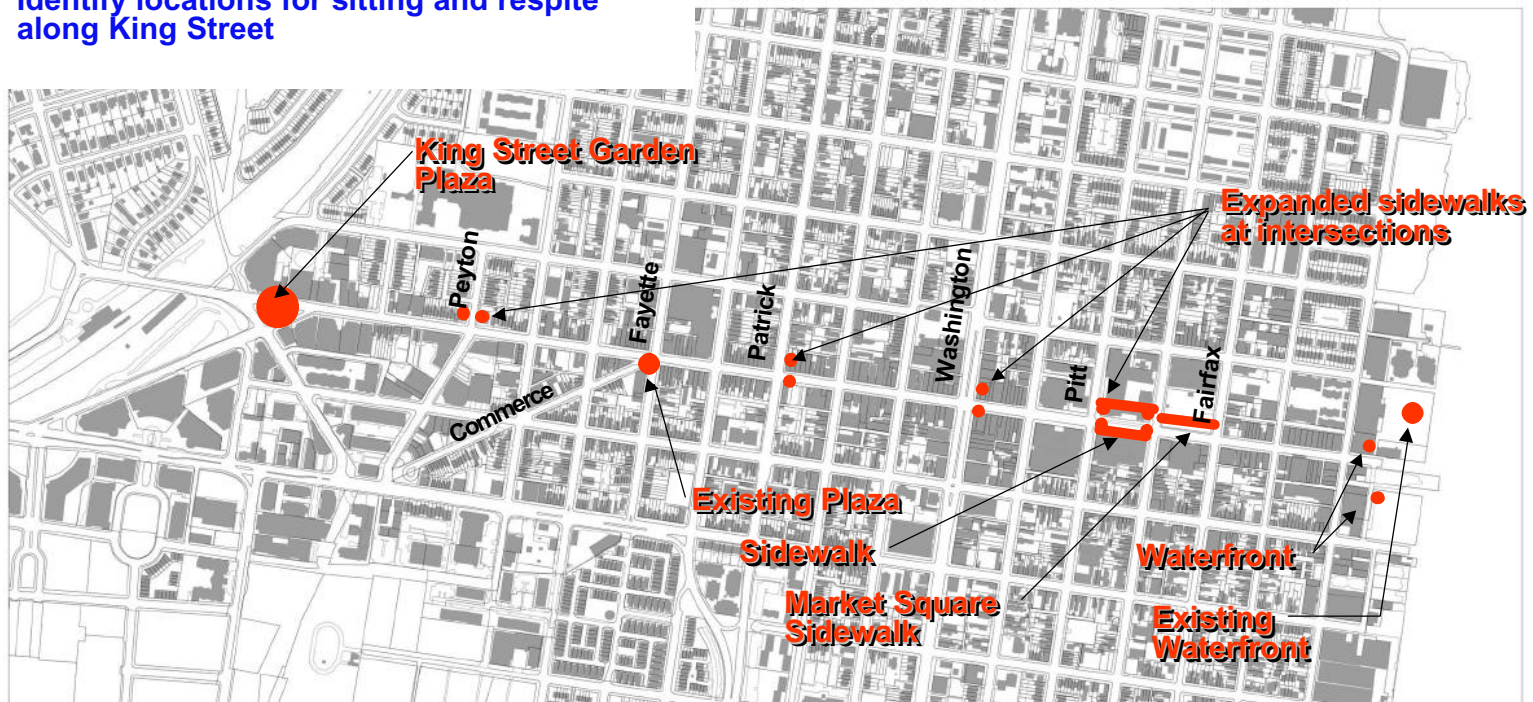


March 25, 2004

King Street Retail Study

STREETSCAPE –

Identify locations for sitting and respite
along King Street



March 25, 2004

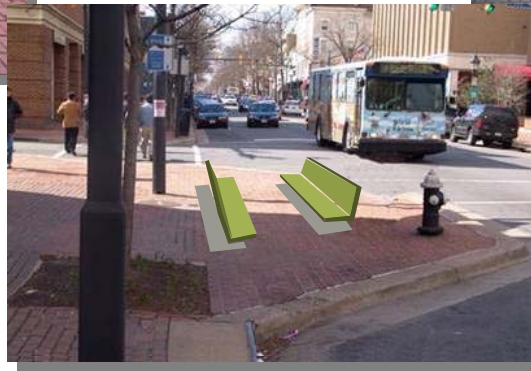
King Street Retail Study

STREETSCAPE –

Identify locations for sitting and respite
along King Street



**Existing Plaza at Commerce
and Fayette ideal location
for a restaurant or café with
outdoor dining**



March 25, 2004

King Street Retail Study

STREETSCAPE – Governmental Subarea

- Enhance the Streetscape with additional landscaping in strategic areas



March 25, 2004

King Street Retail Study

STREETSCAPE –

Encourage a greater level of landscaping in the “storefront, landscape, stoop zone”



Requires design and maintenance guidelines

March 25, 2004

King Street Retail Study

STREETSCAPE – Street Lighting

- Explore options for increasing the lighting level in the pedestrian areas
 - Encourage stores to maintain show window lighting until 11 PM to maintain interest on the street and to create more ambient light on the sidewalk
 - Add additional pedestrian lighting within the existing fixtures
 - Replace the existing fixture with a double headed fixture
 - Maintain the tree lights year round to 11 PM
 - Selectively trim trees to permit more light to reach the sidewalk

*Pedestrian
Lighting within
Fixture*



Directed
Pedestrian Light

*Double Headed
Fixture*

Lights currently on 24 hours/day from Nov to March (3 months) – with controls could be on 7 hrs/day for 12 months and use the same amount of electricity



King Street Retail Study

STREETSCAPE – The Street Clutter

- Remove the visual clutter that competes with the historic district and the overall character of the neighborhood
- Establish standards and guidelines for the public and private elements in the streetscape
- Require review of public elements in the streetscape



**Unorganized
street elements**



General Clutter



**Public
Infrastructure**

King Street Retail Study

STREETSCAPE – The Street Clutter

- Establish standards and guidelines for the public and private elements in the streetscape
- Require review of public elements in the streetscape



**Controlled & Organized
Newspaper Racks**



**Honolulu
Bike Rack**



Alexandria



**Controlled/Organized to
the back of sidewalk**

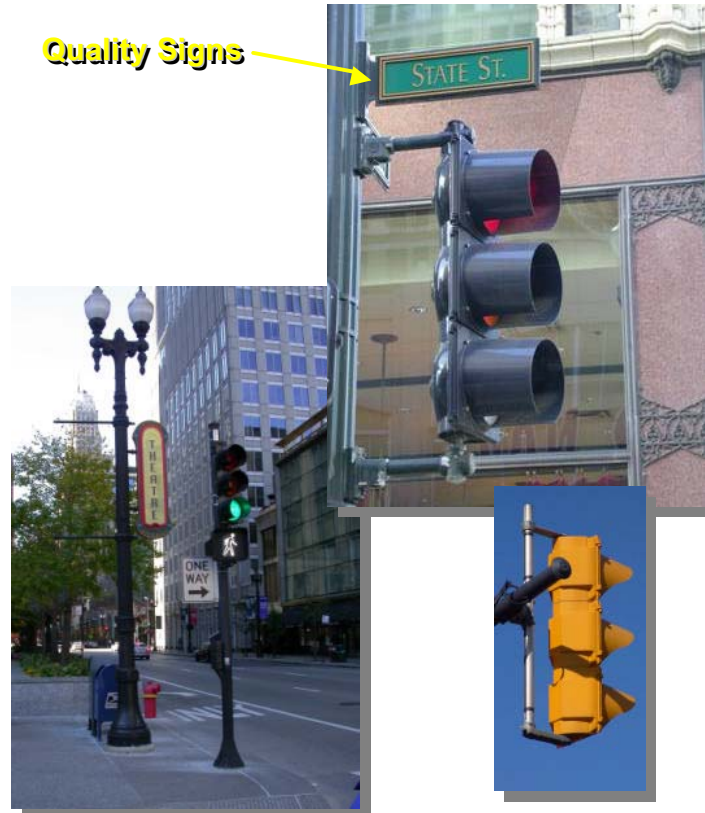
King Street Retail Study

STREETSCAPE – The Street Clutter

- Remove long signal arms – utilize pole mounted signal and short arm



Quality Signs



March 25, 2004

King Street Retail Study

STREETSCAPE – The Street Clutter

- Establish and maintain a streetscape standard



March 25, 2004

King Street Retail Study

STREETSCAPE – The Street Clutter

- Establish a streetscape standard for public infrastructure
- Consider alternatives to the parking meters that would reduce the visual impact of parking control, while reducing cost of operations



March 25, 2004

King Street Retail Study

STREETSCAPE – The Sign Clutter

- Remove the visual clutter of signs that compete with the historic district and the overall character of the neighborhood



The signs should have a theme of welcome to Alexandria – but most are “don’t do this, limit that”

King Street Retail Study

STREETSCAPE – Directional Signs

- Create a comprehensive set of well designed signs for direction/control



March 25, 2004

King Street Retail Study

STREETSCAPE – The Directional Sign Clutter

- Create a comprehensive/integrated way finding and historic interpretive sign program
 - Integrate the way finding with a citywide way finding program
- Create an orientation center (kiosk) at the Metro or King Street Garden
- Create an Alexandria Cultural Walk
- Establish a directory of commercial and Cultural enterprises
- Create a strategy for locating and mounting the signs
- Create a higher standard of sign design commensurate with the quality of Old Town
- Require review of public signs in the streetscape



March 25, 2004

King Street Retail Study

STREETSCAPE – The Directional Sign Clutter

- Create a comprehensive way finding and historic interpretive sign program



Chicago's historic building directory



What other cities have done



What Alexandria is doing in Carlyle



King Street Retail Study

STREETSCAPE – Commercial Signs

- Incorporate the planning criteria for signs into the BAR review to reduce number of permits from three to two
- Reconsider the requirements for wall signs, signs on glass show windows and awnings
- Monitor the gradual growth of non-conforming signs



March 25, 2004



King Street Retail Study

STREETSCAPE – Commercial Signs

- Consider the appropriateness of sidewalk signs – currently not permitted
 - If deemed appropriate - establish guidelines for types, size, construction and placement?
 - Special Event Days only?
 - Specific Days of the week?
 - Are they appropriate on the N/S side streets?
 - Monitoring by a King Street Management Organization?



March 25, 2004

King Street Retail Study

STREETSCAPE – Window Signs

- Re - Consider the requirements for window signs
 - Establish guidelines for types, size, and placement?
 - Sale announcement signs
 - Monitoring by a King Street Management Organization?



March 25, 2004

King Street Retail Study

STREETSCAPE – Awning Signs

- Consider the requirements for awning signs
 - Establish guidelines for types, size, and placement?
 - Monitoring by a King Street Management Organization?

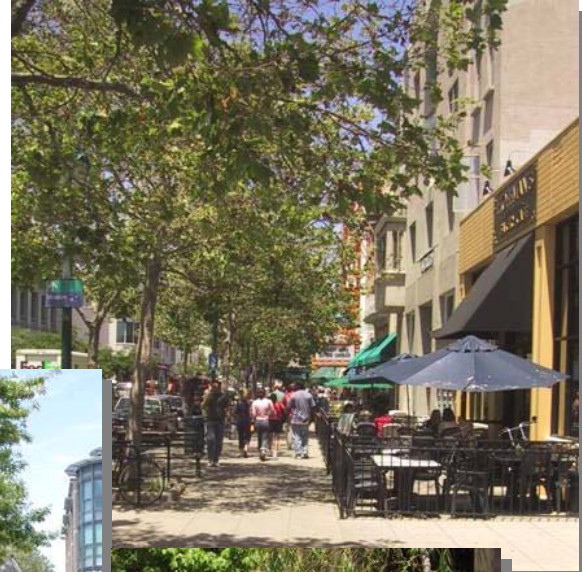


March 25, 2004

King Street Retail Study

STREETSCAPE – Outdoor Dining/Sidewalk vending

- Encourage the opportunity for outdoor dining in the King Street/Old Town area



March 25, 2004

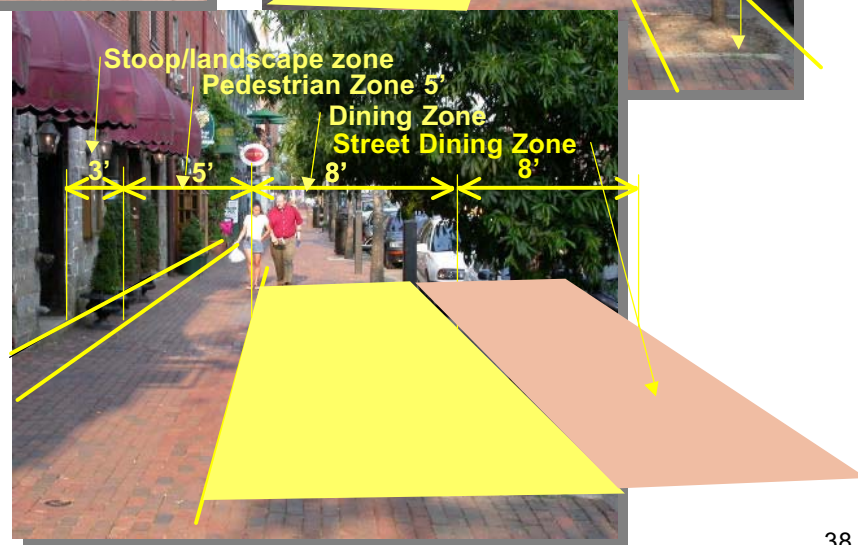
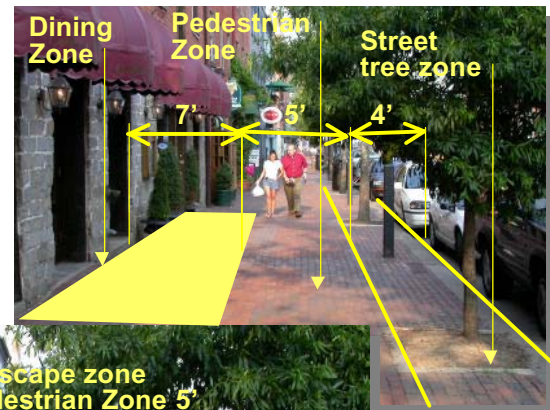
King Street Retail Study

STREETSCAPE – Outdoor Dining

- Establish standards and guidelines for outdoor dining
 - Location
 - Size
 - Containment
 - Sun protection
 - Ingress/Egress
 - Hours/Season
 - Maintenance
 - Insurance
- Allow outdoor dining that conforms with the guidelines with an administrative permit



March 25, 2004



King Street Retail Study

STREETSCAPE – Sidewalk vending

- Consider the opportunity for outdoor vending in the King Street/Old Town/King Street Gardens areas
 - Special event days
 - Limit the display/sales activity to the landscape, stoop, storefront zone



March 25, 2004



King Street Retail Study



March 25, 2004

King Street Retail Study



March 25, 2004

King Street Retail Study

WATERFRONT

- Begin the planning process to resolve the issues that are impediments to creating a world class waterfront consistent with the potential for Old Town



The access to the Waterfront



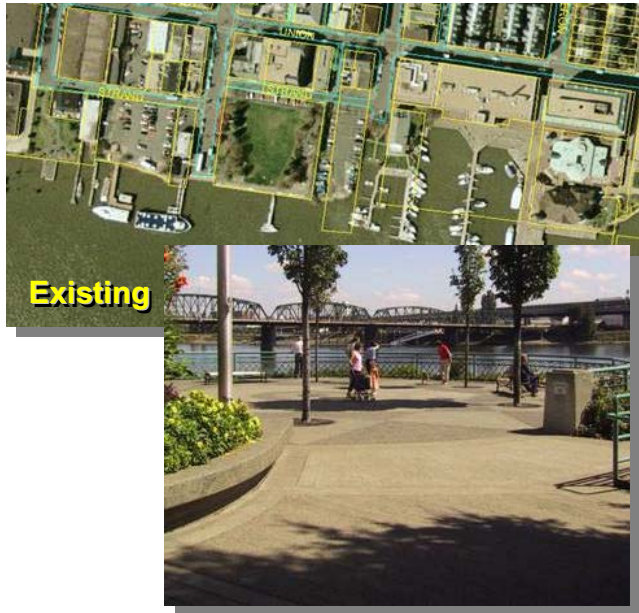
The Potential

March 25, 2004

King Street Retail Study

WATERFRONT

- Begin the planning process to resolve the issues that are impediments to creating a world class waterfront consistent with the potential for Old Town



March 25, 2004

King Street Retail Study



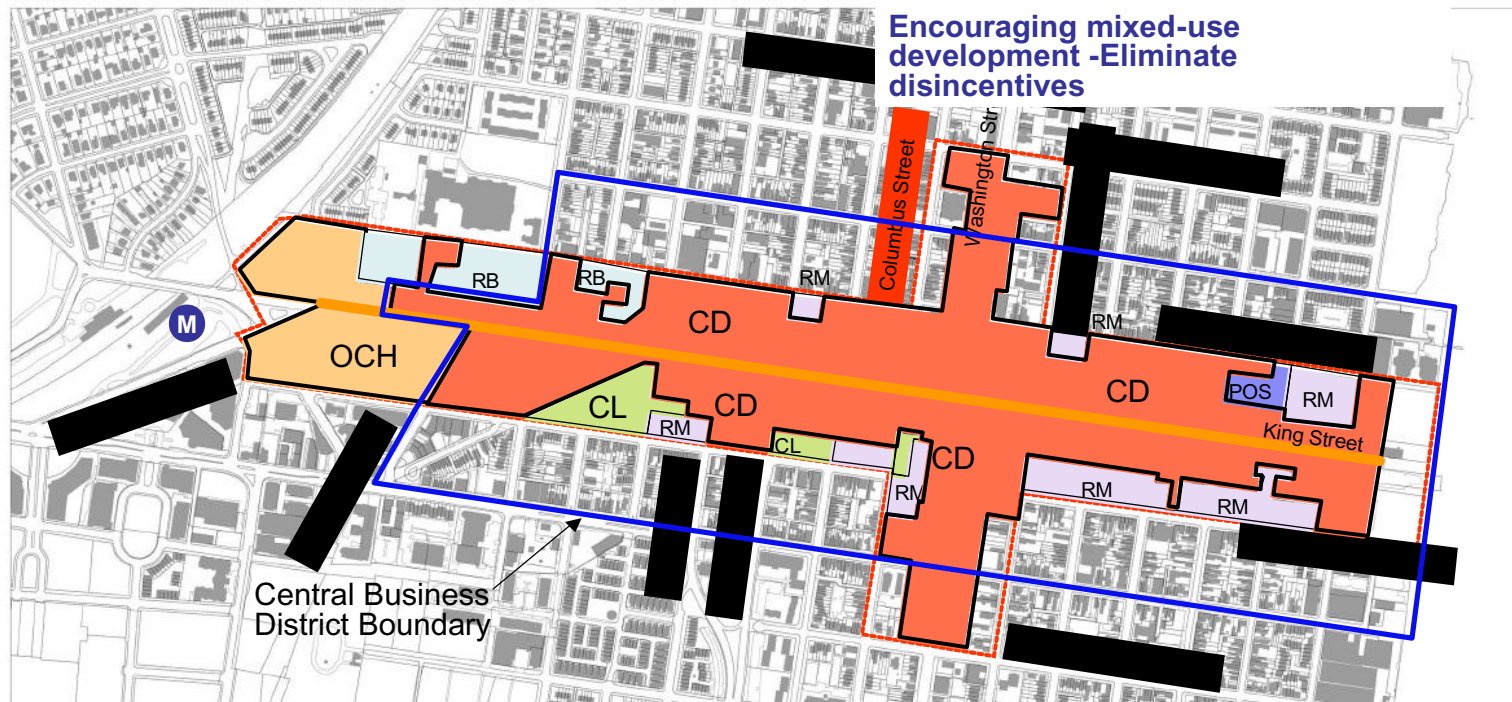
March 25, 2004

King Street Retail Study

Regulatory Controls – CD Zone

Creating an active pedestrian retail environment

Encouraging mixed-use development -Eliminate disincentives



King Street Retail Study

LAND USE – CD/IOCH ZONES

CREATE A NEW KING STREET ZONE(s)

- Redefine the allowable USES to be consistent with the desired vision for King Street
 - Eliminate the inconsistent uses, e.g. single houses, hospitals, nursing homes, etc.
- Provide incentives where possible to achieve the desired goals for King Street
- Recognize that King Street is a mixed-use neighborhood – and craft zoning language to accommodate a mix of uses
- Recognize that King Street is a series of related districts that have different characteristics and requirements
- Ensure the preservation of the historic character through performance standards- while providing greater flexibility for creative solutions
- Use a “formed based approach” that describes/documents the desired form of the streetscape



King Street Retail Study

LAND USE – CD/IOCH ZONES

THE GOAL FOR KING STREET IS TO CREATE A LIVELY RETAIL DISTRICT AND A PEDESTRIAN FRIENDLY STREETScape

GROUND FLOOR USES

- Assure retail activity along the street by limiting office & residential uses on the ground floor
- Maintain the retail interest by limiting future banks/financial institutions along King Street within a sub-area or within each block face
- Optimize the pedestrian experience by requiring 65-75% of the ground floor to be show windows / storefront
- Establish maximum width of 25' for personal service establishments and ground floor lobbies along King Street



UPPER FLOOR USES

- Encourage full utilization of upper floors
 - Office to provide day time users
 - Residential to provide 16 hour activity and lights on the street.
- Reduce parking disincentive for residential

King Street Retail Study



March 25, 2004

King Street Retail Study

LAND USE – CD/IOCH ZONES

CREATE A NEW KING STREET ZONE

- Based upon the approval of detailed standards and guidelines, the zone would accommodate proposals such as:
 - Administrative level planning approval for outdoor dining
 - Administrative SUP for approval of certain types of full service restaurants in specific districts
 - Limit amount of fast food dining per block
 - Administrative level planning approval for valet parking for individual business
- Unify the FAR requirements for various uses. Use form based requirements of the street façade, lot coverage and required parking to determine amount of development
- Create store front design guidelines that are coordinated with the BAR guidelines
 - Store fronts to conform with the historic culture of Alexandria's Old Town character
 - Develop façade improvement programs



King Street Retail Study

LAND USE – The Alexandria Culture

- National Chains and all commercial buildings should conform to the historic culture of Alexandria



March 25, 2004



King Street Retail Study



March 25, 2004

King Street Retail Study

HISTORIC CULTURE

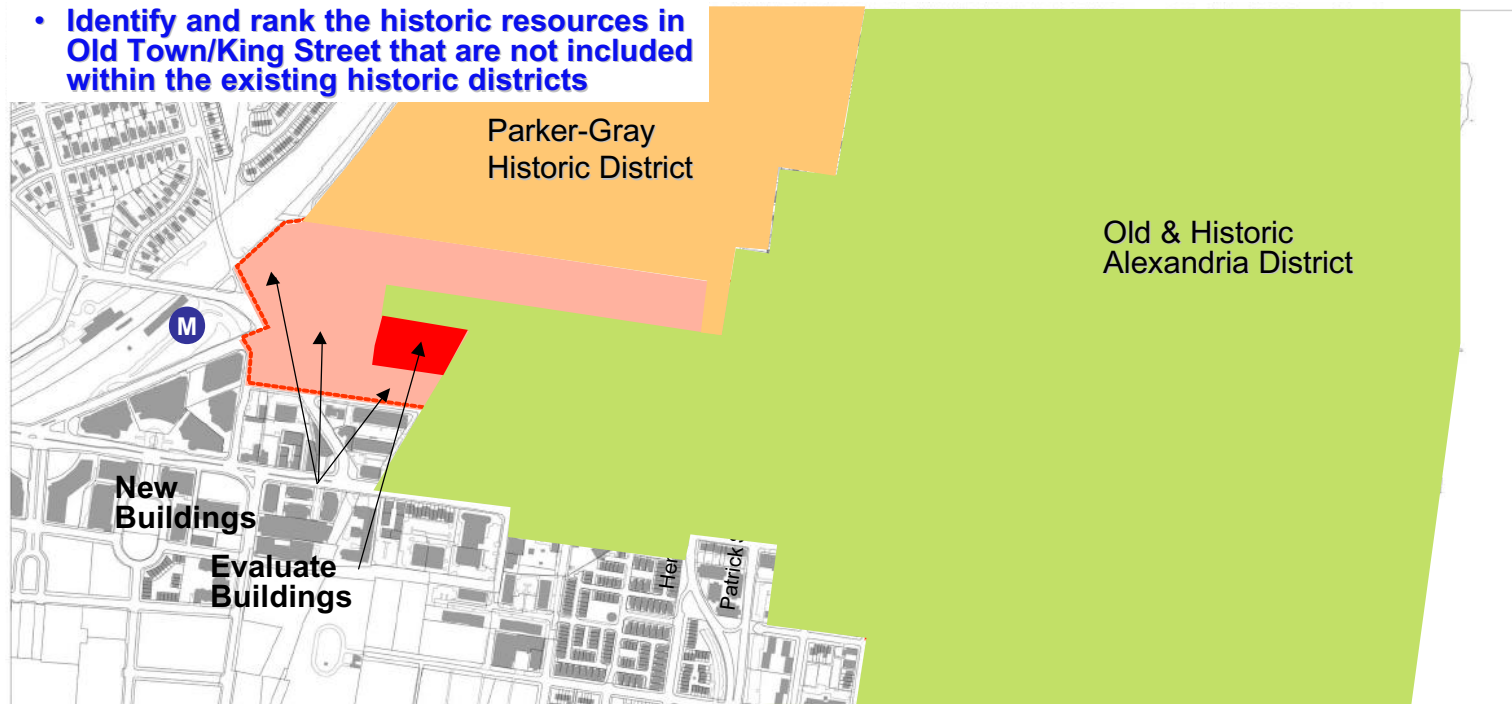
- Review the BAR architectural guidelines to determine if they could be consolidated or simplified
- Develop the “Alexandria Walk” as a major attraction for King Street/Old Town including:
 - Common signage
 - Common opening hours
 - Common promotion
 - Self Guided and Docent Guided Tours
 - Museum Shop
- Complete the inventory of the secondary historic resources
- Encourage the completion of the historic plaque program



King Street Retail Study

HISTORIC CULTURE

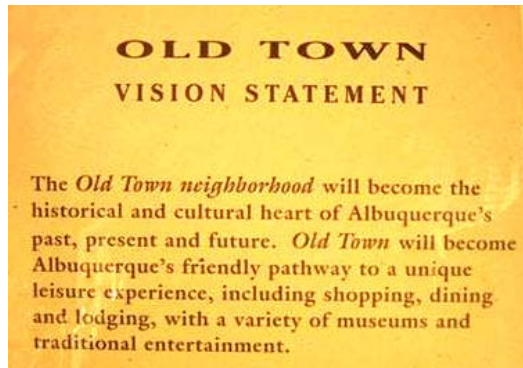
- Identify and rank the historic resources in Old Town/King Street that are not included within the existing historic districts



King Street Retail Study

MISSION

- Draft a Vision Statement for King Street to create a common understanding of the role of King Street within the City of Alexandria
 - *planning and the oversight should be consistent with the Mission*



Albuquerque, NM
OLD TOWN
Mission Statement

Vision Statement

King Street will become Alexandria's and the nation's "Main Street" where history reveals the story of commerce, art and urban living from the time of the birth of the nation to the 21st century. The Old Town neighborhood provides (is alive with?) the experience of a 250 year old, living American town with cultural experiences, dining, lodging and traditional entertainment.

Key Words from Discussions

- Historic
- Vital
- Charm
- Authentic
- Fun
- Active

